



Nashville Survey Results

Q1 Do you approve or disapprove of President Joe Biden's job performance?

Approve 53%
Disapprove 37%
Not sure 10%

Q2 On August 3rd there will be a primary election in Nashville for Mayor and other important offices. How likely would you say you are to vote in the election: are you certain to vote, will you probably vote, are the chances 50/50, or will you probably not vote?

Certain to vote 86%
Will probably vote 14%
The chances are 50/50 0%
Will probably not vote 0%

Q3 The candidates for Mayor include Heidi Campbell, Matt Wiltshire, Jeff Yarbro, Alice Rolli, Sharon Hurt, Jim Gingrich, and Freddie O'Connell. If the election was today, who would you vote for?

Heidi Campbell 8%
Matt Wiltshire 8%
Jeff Yarbro 9%
Alice Rolli 4%
Sharon Hurt 7%
Jim Gingrich 3%
Freddie O'Connell 10%
Someone else 6%
Not sure 45%

Q4 Do you have a favorable or unfavorable opinion of Freddie O'Connell?

Favorable 20%
Unfavorable 10%
Not sure 70%

Q5 Do you have a favorable or unfavorable opinion of Heidi Campbell?

Favorable 26%
Unfavorable 16%
Not sure 58%

Q6 Do you have a favorable or unfavorable opinion of Matt Wiltshire?

Favorable 20%
Unfavorable 8%
Not sure 72%

Q7 Do you have a favorable or unfavorable opinion of Jeff Yarbro?

Favorable 29%
Unfavorable 9%
Not sure 61%

Q8 Do you have a favorable or unfavorable opinion of Alice Rolli?

Favorable 8%
Unfavorable 13%
Not sure 79%

Q9 Do you have a favorable or unfavorable opinion of Sharon Hurt?

Favorable 17%
Unfavorable 12%
Not sure 70%

Q10 Do you have a favorable or unfavorable opinion of Jim Gingrich?

Favorable 11%
Unfavorable 15%
Not sure 75%



Q11 In the 2020 election for President, did you vote for Republican Donald Trump, Democrat Joe Biden, someone else, or did you not vote in the election?

Donald Trump 31%
Joe Biden 63%
Someone else / Did not vote 6%

Q12 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

Woman 51%
Man 45%
Non-binary 3%

Q13 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat 51%
Republican 24%
Independent 25%

Q14 If you are white, press 1. If Black, press 2. If other, press 3.

White 67%
Black 28%
Other 6%

Q15 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

18 to 45 37%
46 to 65 41%
Older than 65 22%

Q16 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

High school graduate or less 16%
Some college but did not finish 22%
2-year college degree 8%
4-year college degree 33%
Post-graduate degree 20%

Q17 Mode

Landline 33%
Text 67%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Biden Approval				
Approve	53%	4%	81%	10%
Disapprove	37%	94%	6%	62%
Not sure	10%	2%	12%	29%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Mayoral Vote				
Heidi Campbell	8%	1%	13%	-
Matt Wiltshire	8%	10%	6%	9%
Jeff Yarbrow	9%	6%	12%	2%
Alice Rolli	4%	12%	1%	4%
Sharon Hurt	7%	0%	10%	-
Jim Gingrich	3%	6%	2%	1%
Freddie O'Connell	10%	5%	13%	4%
Someone else	6%	13%	2%	11%
Not sure	45%	47%	42%	69%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
O'Connell Favorability				
Favorable	20%	6%	27%	8%
Unfavorable	10%	21%	5%	12%
Not sure	70%	73%	68%	81%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Campbell Favorability				
Favorable	26%	5%	38%	7%
Unfavorable	16%	35%	7%	11%
Not sure	58%	59%	55%	82%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Wiltshire Favorability				
Favorable	20%	18%	22%	14%
Unfavorable	8%	11%	7%	4%
Not sure	72%	71%	72%	82%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Yarbro Favorability				
Favorable	29%	14%	38%	6%
Unfavorable	9%	17%	5%	15%
Not sure	61%	69%	57%	79%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Rolli Favorability				
Favorable	8%	20%	4%	4%
Unfavorable	13%	10%	14%	13%
Not sure	79%	70%	82%	83%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Hurt Favorability				
Favorable	17%	5%	24%	-
Unfavorable	12%	22%	8%	13%
Not sure	70%	73%	67%	87%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Gingrich Favorability				
Favorable	11%	15%	10%	3%
Unfavorable	15%	14%	16%	6%
Not sure	75%	72%	75%	90%

	Base	Gender		
		Woman	Man	Non-binary
Biden Approval				
Approve	53%	58%	48%	32%
Disapprove	37%	28%	46%	55%
Not sure	10%	13%	6%	12%

	Base	Gender		
		Woman	Man	Non-binary
Mayoral Vote				
Heidi Campbell	8%	11%	5%	10%
Matt Wiltshire	8%	7%	8%	15%
Jeff Yarbro	9%	11%	8%	8%
Alice Rolli	4%	4%	5%	-
Sharon Hurt	7%	9%	4%	2%
Jim Gingrich	3%	2%	4%	10%
Freddie O'Connell	10%	8%	11%	26%
Someone else	6%	4%	8%	2%
Not sure	45%	44%	47%	25%

	Base	Gender		
		Woman	Man	Non-binary
O'Connell Favorability				
Favorable	20%	20%	18%	42%
Unfavorable	10%	9%	13%	4%
Not sure	70%	71%	69%	54%

	Base	Gender		
		Woman	Man	Non-binary
Campbell Favorability				
Favorable	26%	29%	22%	62%
Unfavorable	16%	12%	20%	4%
Not sure	58%	59%	58%	34%

	Base	Gender		
		Woman	Man	Non-binary
Wiltshire Favorability				
Favorable	20%	22%	18%	19%
Unfavorable	8%	6%	9%	38%
Not sure	72%	73%	73%	43%

	Base	Gender		
		Woman	Man	Non-binary
Yarbro Favorability				
Favorable	29%	34%	24%	34%
Unfavorable	9%	7%	12%	4%
Not sure	61%	60%	64%	62%

	Base	Gender		
		Woman	Man	Non-binary
Rolli Favorability				
Favorable	8%	10%	7%	-
Unfavorable	13%	12%	13%	46%
Not sure	79%	79%	80%	54%

	Base	Gender		
		Woman	Man	Non-binary
Hurt Favorability				
Favorable	17%	24%	10%	-
Unfavorable	12%	9%	16%	24%
Not sure	70%	67%	74%	76%

	Base	Gender		
		Woman	Man	Non-binary
Gingrich Favorability				
Favorable	11%	10%	11%	19%
Unfavorable	15%	13%	16%	33%
Not sure	75%	78%	73%	48%

	Base	Party		
		Democrat	Republican	Independent
Biden Approval				
Approve	53%	84%	7%	31%
Disapprove	37%	5%	91%	51%
Not sure	10%	10%	2%	17%

	Base	Party		
		Democrat	Republican	Independent
Mayoral Vote				
Heidi Campbell	8%	13%	2%	5%
Matt Wiltshire	8%	5%	12%	10%
Jeff Yarbro	9%	10%	10%	7%
Alice Rolli	4%	1%	11%	5%
Sharon Hurt	7%	13%	-	0%
Jim Gingrich	3%	3%	7%	1%
Freddie O'Connell	10%	13%	1%	10%
Someone else	6%	2%	12%	8%
Not sure	45%	41%	44%	54%

	Base	Party		
		Democrat	Republican	Independent
O'Connell Favorability				
Favorable	20%	28%	6%	14%
Unfavorable	10%	5%	20%	14%
Not sure	70%	67%	74%	72%

	Base	Party		
		Democrat	Republican	Independent
Campbell Favorability				
Favorable	26%	37%	7%	21%
Unfavorable	16%	8%	33%	15%
Not sure	58%	54%	60%	64%

	Base	Party		
		Democrat	Republican	Independent
Wiltshire Favorability				
Favorable	20%	19%	20%	22%
Unfavorable	8%	7%	10%	7%
Not sure	72%	74%	70%	70%

	Base	Party		
		Democrat	Republican	Independent
Yarbro Favorability				
Favorable	29%	38%	14%	25%
Unfavorable	9%	5%	18%	10%
Not sure	61%	57%	68%	64%

	Base	Party		
		Democrat	Republican	Independent
Rolli Favorability				
Favorable	8%	4%	17%	9%
Unfavorable	13%	14%	12%	11%
Not sure	79%	81%	71%	80%

	Base	Party		
		Democrat	Republican	Independent
Hurt Favorability				
Favorable	17%	27%	4%	10%
Unfavorable	12%	8%	22%	13%
Not sure	70%	65%	74%	77%

	Base	Party		
		Democrat	Republican	Independent
Gingrich Favorability				
Favorable	11%	9%	14%	11%
Unfavorable	15%	14%	12%	17%
Not sure	75%	77%	73%	72%

	Base	Race		
		White	Black	Other
Biden Approval				
Approve	53%	44%	76%	49%
Disapprove	37%	47%	14%	35%
Not sure	10%	9%	10%	16%

	Base	Race		
		White	Black	Other
Mayoral Vote				
Heidi Campbell	8%	11%	3%	5%
Matt Wiltshire	8%	8%	6%	7%
Jeff Yarbro	9%	8%	12%	13%
Alice Rolli	4%	6%	1%	-
Sharon Hurt	7%	1%	20%	4%
Jim Gingrich	3%	4%	1%	3%
Freddie O'Connell	10%	12%	5%	8%
Someone else	6%	8%	2%	5%
Not sure	45%	42%	49%	56%

	Base	Race		
		White	Black	Other
O'Connell Favorability				
Favorable	20%	23%	13%	11%
Unfavorable	10%	13%	5%	3%
Not sure	70%	64%	81%	85%

	Base	Race		
		White	Black	Other
Campbell Favorability				
Favorable	26%	31%	18%	10%
Unfavorable	16%	20%	8%	5%
Not sure	58%	49%	74%	85%

	Base	Race		
		White	Black	Other
Wiltshire Favorability				
Favorable	20%	22%	15%	20%
Unfavorable	8%	9%	6%	1%
Not sure	72%	69%	79%	79%

	Base	Race		
		White	Black	Other
Yarbro Favorability				
Favorable	29%	31%	27%	26%
Unfavorable	9%	11%	5%	5%
Not sure	61%	58%	68%	69%

	Base	Race		
		White	Black	Other
Rolli Favorability				
Favorable	8%	11%	3%	-
Unfavorable	13%	15%	11%	5%
Not sure	79%	74%	86%	95%

	Base	Race		
		White	Black	Other
Hurt Favorability				
Favorable	17%	10%	37%	9%
Unfavorable	12%	16%	5%	10%
Not sure	70%	74%	58%	81%

	Base	Race		
		White	Black	Other
Gingrich Favorability				
Favorable	11%	11%	8%	19%
Unfavorable	15%	17%	10%	5%
Not sure	75%	72%	81%	76%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Biden Approval				
Approve	53%	56%	49%	54%
Disapprove	37%	23%	47%	41%
Not sure	10%	20%	4%	5%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Mayoral Vote				
Heidi Campbell	8%	11%	7%	5%
Matt Wiltshire	8%	4%	10%	8%
Jeff Yarbrow	9%	8%	11%	9%
Alice Rolli	4%	4%	6%	1%
Sharon Hurt	7%	3%	6%	12%
Jim Gingrich	3%	1%	2%	9%
Freddie O'Connell	10%	16%	7%	4%
Someone else	6%	1%	9%	9%
Not sure	45%	50%	41%	43%

	Base	Age		
		18 to 45	46 to 65	Older than 65
O'Connell Favorability				
Favorable	20%	26%	17%	13%
Unfavorable	10%	6%	13%	14%
Not sure	70%	68%	70%	74%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Campbell Favorability				
Favorable	26%	32%	25%	19%
Unfavorable	16%	11%	20%	16%
Not sure	58%	57%	55%	65%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Wiltshire Favorability				
Favorable	20%	19%	22%	18%
Unfavorable	8%	7%	8%	9%
Not sure	72%	74%	70%	73%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Yarbro Favorability				
Favorable	29%	33%	29%	21%
Unfavorable	9%	5%	12%	10%
Not sure	61%	61%	59%	68%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Rolli Favorability				
Favorable	8%	10%	8%	6%
Unfavorable	13%	16%	11%	13%
Not sure	79%	75%	81%	81%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Hurt Favorability				
Favorable	17%	17%	18%	18%
Unfavorable	12%	9%	17%	11%
Not sure	70%	74%	66%	72%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Gingrich Favorability				
Favorable	11%	9%	9%	17%
Unfavorable	15%	10%	18%	17%
Not sure	75%	80%	73%	66%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Biden Approval						
Approve	53%	38%	51%	53%	53%	66%
Disapprove	37%	55%	39%	42%	35%	22%
Not sure	10%	8%	9%	5%	12%	12%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Mayoral Vote						
Heidi Campbell	8%	1%	6%	9%	11%	12%
Matt Wiltshire	8%	8%	6%	12%	7%	9%
Jeff Yarbrow	9%	13%	11%	5%	10%	7%
Alice Rolli	4%	-	4%	7%	7%	2%
Sharon Hurt	7%	9%	5%	13%	3%	11%
Jim Gingrich	3%	3%	4%	6%	3%	2%
Freddie O'Connell	10%	7%	9%	3%	11%	13%
Someone else	6%	12%	8%	4%	4%	3%
Not sure	45%	47%	48%	42%	45%	41%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
O'Connell Favorability						
Favorable	20%	12%	12%	16%	24%	29%
Unfavorable	10%	12%	4%	20%	11%	11%
Not sure	70%	76%	84%	64%	65%	60%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Campbell Favorability						
Favorable	26%	13%	18%	16%	32%	40%
Unfavorable	16%	25%	8%	22%	17%	11%
Not sure	58%	62%	74%	62%	51%	48%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Wiltshire Favorability						
Favorable	20%	23%	11%	24%	22%	23%
Unfavorable	8%	3%	5%	17%	11%	6%
Not sure	72%	74%	84%	59%	68%	71%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Yarbro Favorability						
Favorable	29%	29%	24%	29%	32%	33%
Unfavorable	9%	7%	5%	16%	9%	13%
Not sure	61%	65%	72%	55%	60%	54%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Rolli Favorability						
Favorable	8%	10%	3%	11%	12%	6%
Unfavorable	13%	7%	10%	25%	12%	17%
Not sure	79%	83%	86%	65%	77%	76%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Hurt Favorability						
Favorable	17%	26%	6%	19%	14%	26%
Unfavorable	12%	8%	11%	29%	9%	14%
Not sure	70%	65%	82%	52%	76%	60%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Gingrich Favorability						
Favorable	11%	18%	8%	13%	12%	6%
Unfavorable	15%	11%	11%	14%	16%	19%
Not sure	75%	71%	80%	72%	73%	75%

	Base	Mode	
		Landline	Text
Biden Approval			
Approve	53%	54%	52%
Disapprove	37%	41%	35%
Not sure	10%	5%	13%

	Base	Mode	
		Landline	Text
Mayoral Vote			
Heidi Campbell	8%	5%	10%
Matt Wiltshire	8%	6%	8%
Jeff Yarbrow	9%	13%	8%
Alice Rolli	4%	3%	5%
Sharon Hurt	7%	16%	2%
Jim Gingrich	3%	6%	2%
Freddie O'Connell	10%	6%	12%
Someone else	6%	14%	2%
Not sure	45%	32%	51%

	Base	Mode	
		Landline	Text
O'Connell Favorability			
Favorable	20%	14%	22%
Unfavorable	10%	10%	10%
Not sure	70%	76%	67%

	Base	Mode	
		Landline	Text
Campbell Favorability			
Favorable	26%	21%	29%
Unfavorable	16%	17%	15%
Not sure	58%	63%	56%

	Base	Mode	
		Landline	Text
Wiltshire Favorability			
Favorable	20%	23%	19%
Unfavorable	8%	10%	7%
Not sure	72%	67%	74%

	Base	Mode	
		Landline	Text
Yarbro Favorability			
Favorable	29%	29%	30%
Unfavorable	9%	11%	9%
Not sure	61%	61%	62%

	Base	Mode	
		Landline	Text
Rolli Favorability			
Favorable	8%	9%	8%
Unfavorable	13%	9%	14%
Not sure	79%	82%	78%

	Base	Mode	
		Landline	Text
Hurt Favorability			
Favorable	17%	28%	13%
Unfavorable	12%	14%	12%
Not sure	70%	58%	75%

	Base	Mode	
		Landline	Text
Gingrich Favorability			
Favorable	11%	16%	9%
Unfavorable	15%	16%	14%
Not sure	75%	67%	78%